



MKTG8051

New Product and Service Commercialisation

Session 1, Weekday attendance, North Ryde 2020

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Coordinator

John Parker

john.parker@mq.edu.au

Contact via email

Monday 1 - 2 pm.

Oliver Manlutac

oliver.manlutac@mq.edu.au

Credit points

10

Prerequisites

Admission to MMktg

Corequisites

Co-badged status

Unit description

In dynamic business environments, where customers' needs change rapidly and competition is intense, developing and launching new products and services that create and maintain a superior market position for a firm is a key success factor. Developing and launching new products addresses the commercialisation process within firms. Despite the significant investment in screening and developing new products and services, statistics reflect continuing high new product/service failure rates worldwide. This highlights the need for managing the commercialisation process of new products and services effectively.

The focus of this unit is on developing students' knowledge of new product and service commercialisation. In this unit, students will develop skills to create new product and service concepts and analyse factors that impact commercialisation decisions and outcomes. The unit will also focus on developing students' capacity to formulate and apply commercialisation strategies for new products and/or services.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Analyse and apply theories, models, and concepts underpinning new product and service commercialisation

ULO2: Critically evaluate and create new product and service opportunities, ideas, concepts and projects

ULO3: Analyse and appraise factors that impact new product and service commercialisation decisions and outcomes

ULO4: Formulate and plan effective commercialisation strategies for new products and/or services

Assessment Tasks

Coronavirus (COVID-19) Update

Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.

Students should consult [iLearn](#) for revised unit information.

[Find out more about the Coronavirus \(COVID-19\) and potential impacts on staff and students](#)

General Assessment Information

Late assessment submissions must also be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. There will be a **deduction of 10%** of the total available marks made from the total awarded mark for each **24 hour period** or part thereof that the submission is late. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

Delivery and Resources

Coronavirus (COVID-19) Update

Any references to on-campus delivery below may no longer be relevant due to COVID-19.

Please check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

3 Hour workshop delivered on a weekly basis

Prescribed Textbook:

Trott, P. (2016) **Innovation Management and New Product Development** , 6th Edition, Pearson: ISBN – 9781292133423.

Recommended Textbooks:

Mohr, J., Sengupta, S., & Slater, S. (2013) **Marketing of High Technology Products and Innovations**, 3rd Edition, Pearson: ISBN - 9781292040332.

Crawford, C.M., & Di Benedetto, A. (2015) **New Products Management**, 11th Edition, Irwin/McGraw–Hill Series in Marketing: ISBN - 9780078029042.

Tidd, J., & Bessant, J. (2014) **Strategic Innovation Management**, John Wiley & Sons: ISBN – 9781118457238.

Recommended Readings:

Heirati, N. and O’Cass, A., 2016. Supporting new product commercialization through managerial social ties and market knowledge development in an emerging economy. *Asia Pacific Journal of Management*, 33(2), pp.411-433.

Genç, E. and Di Benedetto, C.A., 2015. Cross-functional integration in the sustainable new product development process: The role of the environmental specialist. *Industrial Marketing Management*, 50, pp.150-161.

Mu, J., Thomas, E., Peng, G. and Di Benedetto, A., 2017. Strategic orientation and new product development performance: The role of networking capability and networking ability. *Industrial Marketing Management*, 64, pp.187-201.

Ahmadi, H. and O’Cass, A., 2018. Transforming entrepreneurial posture into a superior first product market position via dynamic capabilities and TMT prior start-up experience. *Industrial Marketing Management*, 68, pp.95-105.

Jin, J.L., Shu, C. and Zhou, K.Z., 2019. Product newness and product performance in new ventures: contingent roles of market knowledge breadth and tacitness. *Industrial Marketing Management*, 76, pp.231-241.

Evald, M.R., Nissen, H.A. and Clarke, A.H., 2018, July. Building Product Legitimacy by Drawing on Multiple Logics to Reach Commercialization. In *Academy of Management Proceedings* (Vol. 2018, No. 1, p. 16244). Briarcliff Manor, NY 10510: Academy of Management.

Thompson, N.A., Herrmann, A.M. and Hekkert, M.P., 2018. SME Knowledge Commercialization Through Public Sector Partnerships. *International Journal of Innovation and Technology Management*, 15(03), p.1850021.

Damanpour, F. and Aravind, D., 2012. Managerial innovation: Conceptions, processes and antecedents. *Management and organization review*, 8(2), pp.423-454.

Adams, R., Bessant, J. and Phelps, R., 2006. Innovation management measurement: A review. *International journal of management reviews*, 8(1), pp.21-47.

- Berkhout, G., Hartmann, D. and Trott, P., 2010. Connecting technological capabilities with market needs using a cyclic innovation model. *R&D Management*, 40(5), pp.474-490.
- Chen, C.W., Shen, C.C. and Chiu, W.Y., 2007. Marketing communication strategies in support of product launch: An empirical study of Taiwanese high-tech firms. *Industrial Marketing Management*, 36(8), pp.1046-1056.
- Traynor, K. and Traynor, S., 2004. A comparison of marketing approaches used by high-tech firms: 1985 versus 2001. *Industrial Marketing Management*, 33(5), pp.457-461.
- Eng, T.Y. and Ozdemir, S., 2014. International R&D partnerships and intrafirm R&D–marketing–production integration of manufacturing firms in emerging economies. *Industrial Marketing Management*, 43(1), pp.32-44.
- Yannopoulos, P., Auh, S. and Menguc, B., 2012. Achieving fit between learning and market orientation: Implications for new product performance. *Journal of Product Innovation Management*, 29(4), pp.531-545.
- Zhao, Y., Cavusgil, E. and Cavusgil, S.T., 2014. An investigation of the black-box supplier integration in new product development. *Journal of Business Research*, 67(6), pp.1058-1064.
- Badir, Y.F. and O'Connor, G.C., 2015. The formation of tie strength in a strategic alliance's first new product development project: The influence of project and partners' characteristics. *Journal of Product Innovation Management*, 32(1), pp.154-169.
- Barczak, G., Griffin, A. and Kahn, K.B., 2009. Perspective: trends and drivers of success in NPD practices: results of the 2003 PDMA best practices study. *Journal of product innovation management*, 26(1), pp.3-23.
- Cooper, R.G., 2019. The drivers of success in new-product development. *Industrial Marketing Management*, 76, pp.36-47.
- Ingenbleek, P., Debruyne, M., Frambach, R.T. and Verhallen, T.M., 2003. Successful new product pricing practices: a contingency approach. *Marketing letters*, 14(4), pp.289-305.
- Klink, R.R. and Athaide, G.A., 2010. Consumer innovativeness and the use of new versus extended brand names for new products. *Journal of Product Innovation Management*, 27(1), pp.23-32.
- Möller, K., Rajala, R. and Westerlund, M., 2008. Service innovation myopia? A new recipe for client-provider value creation. *California management review*, 50(3), pp.31-48.
- Yu, E. and Sangiorgi, D., 2018. Service design as an approach to implement the value cocreation perspective in new service development. *Journal of Service Research*, 21(1), pp.40-58.
- Simms, C. and Trott, P., 2010. Packaging development: A conceptual framework for identifying new product opportunities. *Marketing Theory*, 10(4), pp.397-415.
- Kuchta, D. and Skowron, D., 2016. Classification of R&D projects and selection of R&D project management concept. *R&D Management*, 46(5), pp.831-841.
- Winkelbach, A. and Walter, A., 2015. Complex technological knowledge and value creation in

science-to-industry technology transfer projects: The moderating effect of absorptive capacity. *Industrial Marketing Management*, 47, pp.98-108.

Recommended Journals (Further Reading):

- Journal of Product Innovation Management
- Technovation
- Journal of Operations Management
- Journal Service Research
- Journal of Marketing
- R&D Management
- Industrial Marketing Management
- European Journal of Marketing
- Journal of Business Research
- Research Policy
- Journal of the Academy of Marketing Science
- Strategic Management Journal
- Marketing letters
- Academy of Management

Unit Schedule

Coronavirus (COVID-19) Update

The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult [iLearn](#) for latest details, and check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Please refer to iLearn

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)

- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide

appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.